

I love Shopping

1. Communication concepts and services of shopping processes: off-/online
2. Life cycle of a product
3. Fashion in the past - present - future
 - 3.1 Guiding themes /leitmotifs in fashion
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I Love Shopping Analysis

Guiding themes / leitmotifs in fashion:
past, present, future

Guiding themes / leitmotifs in fashion

This analysis deals with the question what guiding themes exist and also how much influence these have on fashion and the fashion industry/market. Leitmotifs / guiding themes are e.g. people, brands, lifestyle aspects such as music and social aspects that affect the appearance of clothing and also the sales. The following themes are divided into groups:

- 1) People. These include fashion designers, celebrities, fashion blogger and fashion magazines.
- 2) Lifestyle & Identification: The lifestyle, the preference of the carrier affects the appearance and the sale of clothes. This list includes music and fashion brands.
- 3) Cultural and social imperatives. Cultural and social norms play an important roll in the development of fashion. These are practically the „rules“ to which the designers have to abide. Designers rarely make it to prevail against the norm - but should they accomplish it, however, it can change a part of the society or culture. Here the aspects are sex, age, and opportunity.
- 4) Functionality. The most important and basic function of clothing still lies in fulfilling its purpose. Thus, aspects such as comfort, working clothes, seasonal clothes and price are of significance.
- 5) The fifth and last point analyses these guiding themes according to the topic of „fashion: past, present, future“, as these themes are likely to change in future.

1) People

As a widely known fact, it is people like fashion designers Calvin Klein, Coco Chanel, Ralph Lauren, etc. that influence modern trends and fashion sense. But designers are not the only people that play an important role in fashion: Known personalities like actors, singers and other „super stars“ or style icons also influence what normal people like and buy.

Lately, a new „phenomenon“ is spreading: fashion bloggers. They are taking over the community of fashion victims and creating a platform for communication between the users. Also, they are often rating new trends and designs, spreading news about the fashion world and often leading discussions with the users about specific topics. Therefore, bloggers are nowadays more in charge - and designers are starting to acknowledge this. Especially fashion magazines like Vogue haven't adapted to this change yet and therefore sales of renowned magazines are dropping.

1.1) Star designer - Past // Present



Until the middle of the nineteenth century, fashion was in the hands of merchants, who sold the newest fabrics like silks or velvets. Men and women from the middle to upper class purchased those from the vendor and then took them to the tailor or dressmaker, who made up garments according to the customers wishes.

Fashion design as we know it now developed at the beginning of the 19th century, when Charles Frederick Worth set up his first fashion house in Paris. He was the first to label his designs as „House Of Worth“, stitched into the clothes. As a result, a designer became synonymous with a particular brand.

After this many important designers like Paul Poi Ret, Patou, Vionnet, Fortuny, Lanvin and Chanel, Calvin Klein and Ralph Lauren made a significant contribution to the evolution of fashion.

To understand what influence fashion designers can have, we had a look on the famous fashion designer „Coco Chanel“ and „Karl Lagerfeld“ and how their creations changed the fashion world.

1.1) Star designer - Past // Coco Chanel



Comfy wear and the little black dress are developments created by Coco Chanel. She epitomized the 1920's flapper style and had a big impact on fashion. This influence still resonates throughout the 20th century.

Before Chanel, cinched waists and restrictive corsets dominated the women's fashion. It was Coco's personal style that countered these in her designs. Because of this she became a famous style icon herself. A famous quote of her says: „Luxury must be comfortable, otherwise it is not luxury.“ Coco Chanel

The following pages review what influence Coco Chanel's creations had on fashion and society of its time.

In addition, other creations from various designers of the past are reviewed, which also have had an influence on the fashion industry.

1.1) Star designer - Past // Coco Chanel's style



This period of fashion for women was characterized by huge mutton sleeves that ballooned above the elbow and tiny, cinched waistlines accentuated by sashes or ribbons. Corsets created the look, but they confined the wearers. The materials were wool or serge and tailored. The French named it La Belle Époque because the clothing was beautiful.



Coco created designs that abandoned the emphasis on waist definition. She used neutral colors like cream, beige, sand and navy. Her jersey fabrics were soft and fluid. Chanel used simple shapes, designed for comfort and simplicity of wearing. Later in her career, she introduced the bell bottom, turtleneck sweaters and pea jackets; these styles found great success in the US.

1.1) Star designer - Past // Coco Chanel's creations



Chanel's Little black dress

Before the little black dress was introduced in 1926, the color black was reserved for funerals and periods of mourning. Because of the simple sheath cut just about the knee, Chanel managed to establish the dress as a sexy and chic evening dress - a must-have for every woman's wardrobe.



Chanel 2.55

Coco Chanel became tired of having to carry her handbags in her arms and decided to design a handbag that freed up her hands. Inspired by the straps found on soldiers' bags she added thin straps and introduced the resulting design to the market in 1929. The resulting design was called 2.55 after the date of creation, February 1955.



Chanel N°5

The French government reports that a bottle of Chanel No. 5 is sold every thirty seconds and generates sales of \$100 million a year. It was developed by Russian-French chemist and perfumer Ernest Beaux. It is often considered the world's most famous perfume.



Chanel suit

Today the average cost of a Chanel suit is \$5,000 and can only be purchased at Chanel boutiques or at high-end department stores such as Saks Fifth Avenue. Although details such as exquisite fabrics, bias cuts and hand sewing contribute to the high cost, Chanel was a firm believer that if the costs of her products was high, then her obsessively perfect designs would truly be valued.

1.1) Star designer - Past // Other fashion classics, which changed the world



Jeans

In late 1872 Jacob Davis, a Reno, Nevada tailor, started making men's work pants with metal points of strain for greater strength. He wanted to patent the process but needed a business helper, so he turned to Levi Strauss, from whom he purchased some of his fabric. Levi Strauss & Co. began manufacturing the famous Levi's brand of jeans.



Bikini

The bikini is perhaps the most popular female beachwear around the globe, according to French fashion historian Olivier Saillard due to „the power of women, and not the power of fashion“. As he explains, „The emancipation of swimwear has always been linked to the emancipation of women.“



Miniskirt

The popularity of miniskirts peaked in the „Swinging London“ of the 1960s, but its popularity is since still commonplace among many women, mostly teenagers, preteens, and young adults. Before that time, short skirts were only seen in sport clothing, such as skirts worn by female tennis players.



Hot pants

These are short, tight shorts, usually made of cotton, nylon, or some other common material. They are meant to emphasize the buttocks and the legs. Launched by fashion designer Mary Quant during the „Swinging London“ scene of the mid 1960s, hot pants were very popular up to the early 1970s.

1.1) Star designer - Present // Karl Lagerfeld



Karl Lagerfeld is the most famous fashion designer in the world and definitely the most restless. He oversees the creative direction of Chanel and Fendi, runs a bookstore in Paris and his own publishing imprint and also works as a fashion photographer.

Lagerfeld's signature look consists of an edgier aesthetic and sharp black and white tailored looks, such as a combination of mannish military jackets, flat boots and skinny jeans.

Als ein zeitgenössisches Beispiel wird Karl Lagerfeld verwendet. Auch hier wird betrachtet, welche Auswirkungen sein persönlicher Stil und seine Arbeit auf die Modeindustrie hatten.

As a contemporary example Karl Lagerfeld is used. The impact he has because of his personal style and his work on the fashion industry if analysed on the following pages.

1.1) Star designer - Present // Karl Lagerfeld's trends



Skinny Jeans

Not a trend he invented, but because of Lagerfeld signature look the skinny jeans became popular again, being one of his trademarks. Nowadays almost anyone seen walking down the street wears skinny jeans.



H&M Collection

As a collaborative designer for H&M Lagerfeld created a whole collection. Within only 2 hours on the launch day 90% of his collection was already sold out.

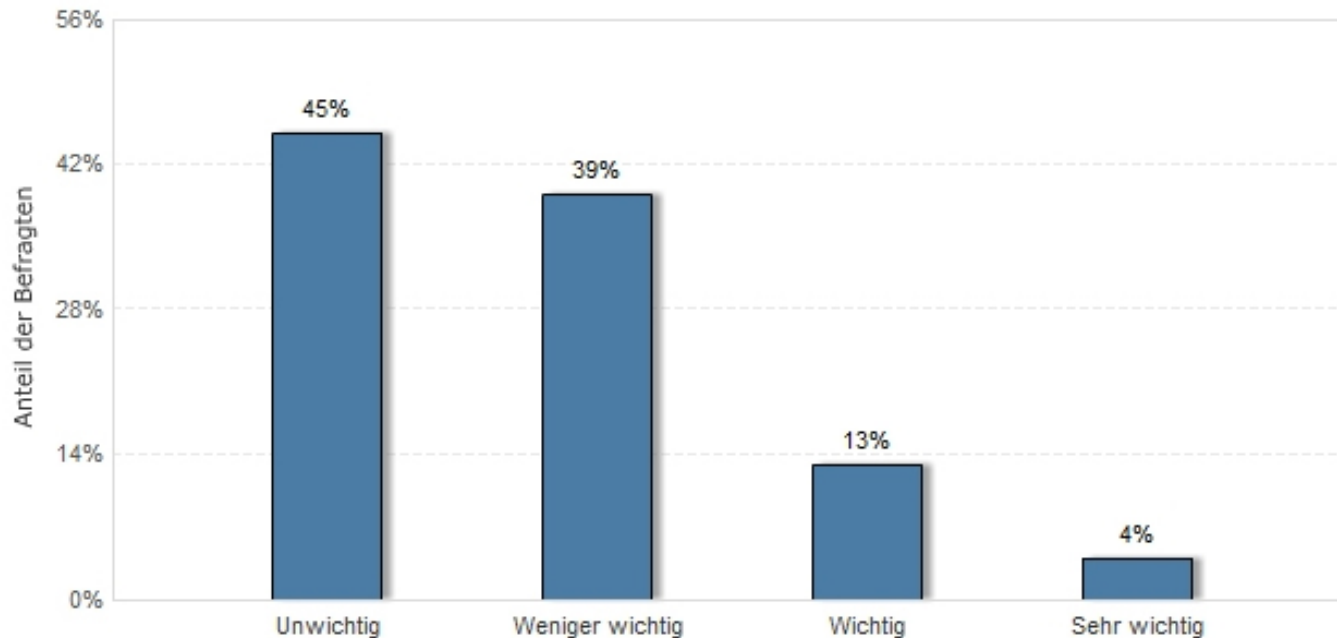
1.1) Star designer // Conclusion: Influence

Conclusion according the influence of fashion designers:

Fashion designers play an important role in the fashion world. They define trends in the present and rule the fashion market (especially in the example of Karl Lagerfeld), generating millions of profit. Also, as seen in the example of Coco Chanel, successful fashion designers can create new fashion classics, which change the society. Clothes do not only cover a function, but also do they change or establish values: the bikini, miniskirt and hot pants played an undeniable role in emancipation and the change of social values.

1.1) Star designer - Present // Statistics

Wie wichtig ist Ihnen, wenn Sie Kleidung kaufen, Designermode?

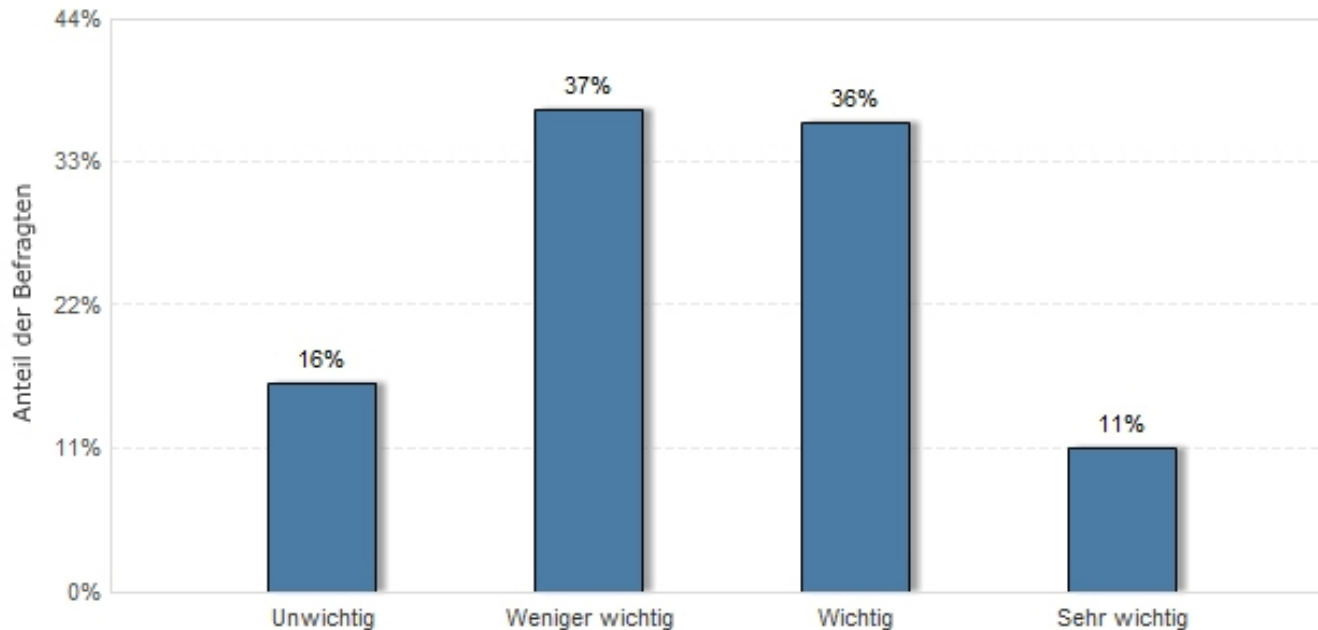


Interestingly, clothes designed by designers don't seem to be as important to people as generally believed nowadays. According to statistics, not even 20% prefer designer-fashion when buying new clothes.

The question was: „How important is it you, when you buy clothes, that it is designer-fashion?“. 45% rate designer-fashion as „not important“, while 39% rate it as „not so important“. Only 13% rate it as „important“ and 4% as „very important“.

1.1) Star designer - Present // Statistics

Wie wichtig ist Ihnen, wenn Sie Kleidung kaufen, dass diese modisch und voll im Trend ist?



On the other hand, for about 50% of most people it is important to still be fashionable and in trend: for 16% it is „not important“ that the clothes they buy is modern and in trend, for 37% it is „not so important“, 36% „important“ and for 11% it is „very important“.

This rises the theory, that people don't seem to be overall interested in wearing fashion designed by a specific designer, but that it is more important being up to date and trendy.

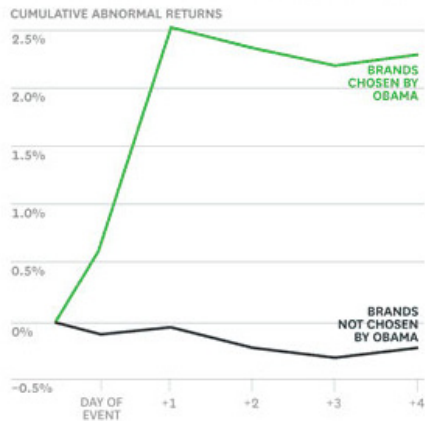
1.2) Celebrities // Michelle Obama



It's been over a few years since Barack Obama was elected the first African-American President of the USA. Since then, the fashion focus on the First Lady's wardrobe has not diminished. And with her many style supporters, Michelle has propelled designers including Peter Pilotto, Jason Wu, Isabel Toledo, Thakoon and St Erasmus into the lime-light.

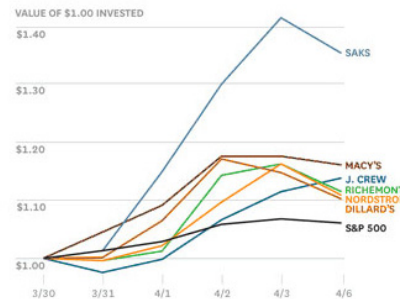
The following statistics try to analyse the actual influence of celebrities on the fashion industry (for example celebrities like Michelle Obama).

1.2) Celebrities // Michelle Obama / Numbers & statistics



The "First Lady Index" Beats the Market During a European Trip

Stocks of the fashion and retail companies whose clothes were worn by Obama on a one-week trip to Europe gained 16.3% on average, easily outperforming the S&P 500, which posted a gain of 6.1%.



2,7 Billion \$

Michelle Obama often combines inexpensive with semi-expensive clothes, which almost anyone can buy. Therefore, her style is very popular with the public. After her appearances the stock index of the particular brand she wore on that event rises about a few percent.

Total value created for 29 companies by Obama's wardrobe choices in 189 public appearances: 2,7 Billion US Dollar.

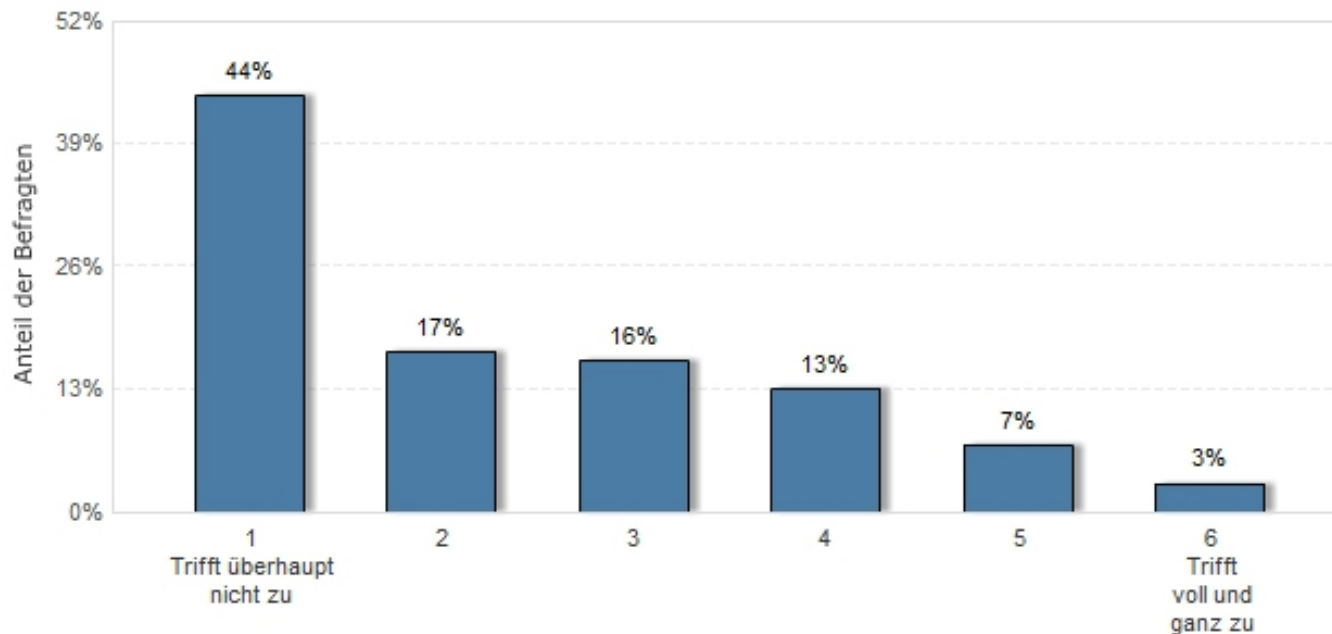
1.2) Celebrities // Influence?

How big is the influence of celebrities on fashion?

It would seem that celebrities virtually are mannequins for the fashion industry: People, when seeing them in magazines or other media, mostly only care about what they are wearing and not what they are doing. Therefore it is safe to say that celebrities may influence the sales of clothes, but not the design. Of course there are exceptions: Some celebrities, actresses like Audrey Hepburn and Marilyn Monroe, or as a modern example musicians like Lady Gaga, invented their own style and therefore „reinvented“ how to wear them. Because of this they became style icons, which influenced fashion designers and the appearance of clothes.

1.2) Celebrities // Actually..

Können Stars und Prominente einem oft Orientierung in Geschmacksfragen geben?



Most people (about 77%) do not seem to be overly interested in the styles most celebrities wear: To the question, if stars and celebrities are a good orientation in a matter of taste, 44% answered „does not apply absolutely“, 17% „does not apply“, 16% „does not apply somewhat“, 13% „does apply somewhat“, 7% „does apply“, 3% „does apply absolutely“.

Only style icons like Michelle Obama or Kate Middleton seem to have a rather big influence on the fashion market when it comes to sales, while the taste of many other celebrities does not seem to appeal to most people.

1.3) Fashion blogger

Fashion bloggers are normal people. It is often said that they write without in-depth knowledge and without journalistic training. Then how come that fashion bloggers are sitting in a row with journalists of fashion magazines on big fashion shows nowadays? It seems that it doesn't matter anymore if one has the necessary expertise or not. People refer to fashion blogs because they trust in the bloggers opinion. Today this seems to be a very important aspect in the consumer behaviour.

Following: Analysis of the contents of fashion blogs in the example of the german fashion blog „LesMads“.

Glam Style Publisher

LES MADS

HOME NETZWERK OUTFITS BLOGROLL ÜBER LESMADS KONTAKT

Les Mads durchsuchen **SUCHEN**

Showroom Sale: Bruder Jakob und Hin & Weg.
Eindeutig der Leckerbissen der Woche! Bruder Jakob und Hin & Weg machen am Donnerstag anlässlich eines...
[zum Artikel](#)
Dotti's Swiss Dots

Meine neuen Schuhe
Nachdem ich durch Jessie auf den Onlinestore von Bimba & Lola aufmerksam wurde, schloss ich beim...
[zum Artikel](#)
La Gamine

Make-up-Looks: Dazed & Confused Beauty Korea Mai 2011
Heut mal wieder was zum Gucken: Die Make-up-Looks unter dem Titel "Total Service" im Beauty-Beiheftchen zur...
[zum Artikel](#)
s(u)tekinamono

Grimme Online Award NOMINIERT 2011
ABSTIMMEN & GEWINNEN!

TOP DIESE WOCHE MEIST KOMMENTIERT LETZTE KOMMENTARE

[Roter Teppich: Die ersten Looks aus Cannes](#)
Les Mads · 25878 Besuche

[Cannes: Fashion for Relief](#)
Les Mads · 9354 Besuche

[DIY-Inspiration: Regale aus Ikea-Boxen](#)
Les Mads · 6965 Besuche

[Monki TV mit Les Mads](#)
Les Mads · 6694 Besuche

[Lookbook: Zara im Mai](#)
Les Mads · 5542 Besuche

18. Mai 2011 **Musik Tipp: Jack Beauregard**
Mittwoch

1.3) Fashion bloggers // Lesmads.de / Outfits



About 30-40% of the contents of fashion blogs are the blogger posting personal contents, such as „Outfits of the day“ or their opinion on new fashion trends.

All images are from <http://www.lesmads.de/>

1.3) Fashion bloggers // Lesmads.de / Reviews



Other personal posts contain reviews or news about clothes or accessoires. These contents help the readers to learn more about the products they intend to buy.

All images are from <http://www.lesmads.de/>

1.3) Fashion bloggers // Lesmads.de / DIY



Another ~20% consist of „Do It Yourself“ contents. Many fashion bloggers have a good fashion sense and therefore try creating their own clothes or try to copy haute couture clothes. They publish these contents with step-by-step instructions on how to do the same at home.

All images are from <http://www.lesmads.de/>

1.3) Fashion bloggers // Lesmads.de / Editorial, fashion-news



30-35% of posts are editorial. This means that the bloggers inform people about new trends or new collections coming out. Often they also visit fashion events and shows to report about what's happening and what's new in the fashion industry.

All images are from <http://www.lesmads.de/>

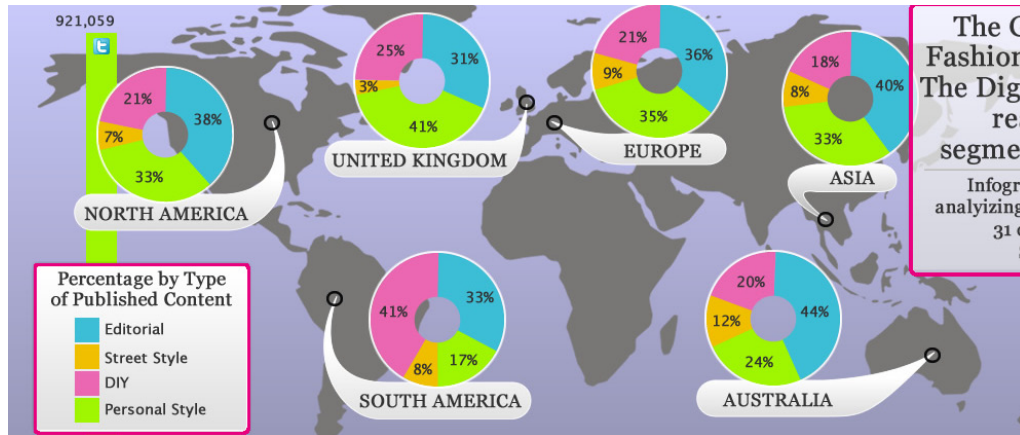
1.3) Fashion bloggers // Streetgeist.com / Street style



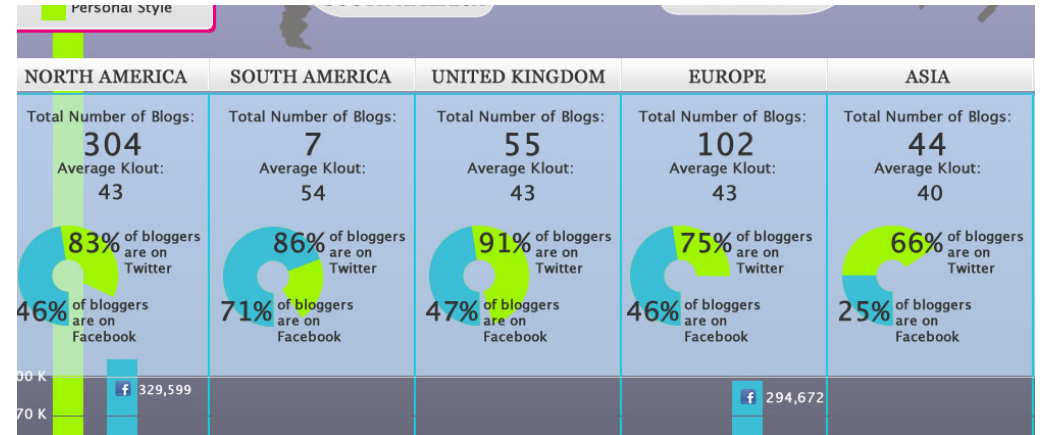
About 15% of the posts of most fashion blogs consist of „street styles“. This means that the bloggers collect photos of interesting styles people wear on the street and post them on their blog.

All images are from <http://streetgeist.com/>

1.3) Fashion blogs // Numbers & statistics



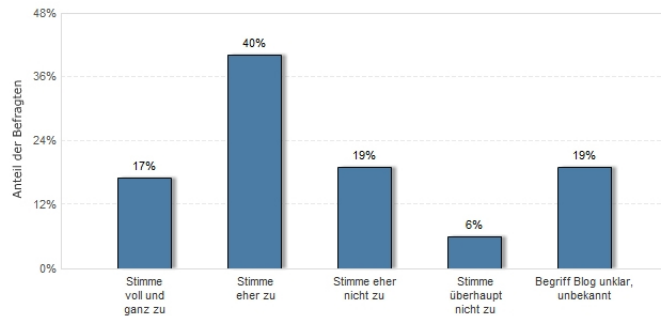
Percentage of the different contents posted in fashion blogs. Divided in the sections „DIY“, „Editorial“, „Personal Style“ and „Street Style“



Number of fashion blogs and their followers on twitter and facebook per Country.

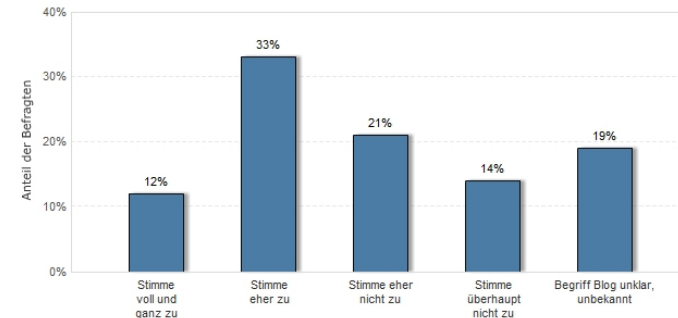
1.3) Fashion blogs - Numbers & statistics

Inwieweit stimmen Sie der Aussage "Blogs sind für die Meinungsbildung wichtig, da dort unabhängige Meinungen vertreten werden" zu?



According to this statistic, about 60% believe that blogs are important for generating an opinion, because they have independent opinions on specific topics. People were asked, whether they agree to the statement „blogs are important for forming an opinion, because these hold independent opinion to specific topics“. The answers were: 17% „agree absolutely“, 40% „agree somewhat“, 19% „don't really agree“, 6% „do not agree absolutely“ and 19% „the term blog is unknown to me“.

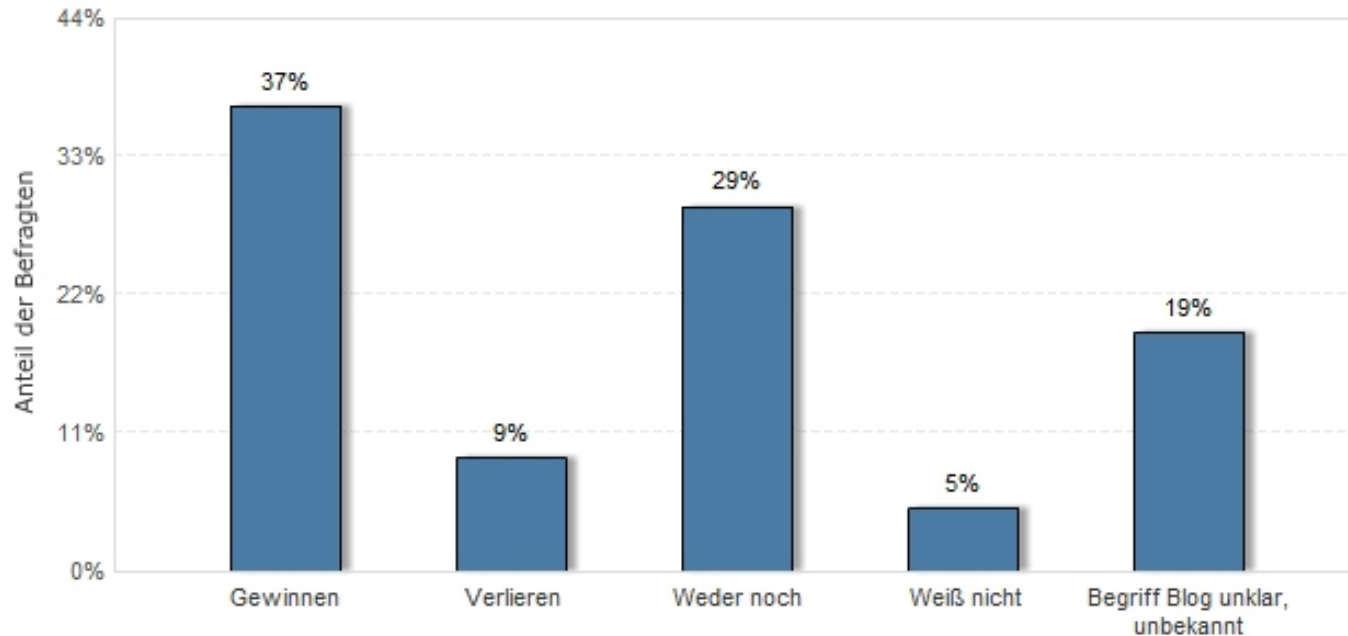
Inwieweit stimmen Sie der Aussage "Wenn ich mich mit einem Thema genauer auseinandersetze, lese ich hierzu auch Informationen in Blogs" zu?



A similar statistic says that about 50% read blogs to deal with a topic they are interested in. People were asked, whether they agree to the statement „if I want to know more about a topic, I also read information on blogs according to this topic“. The answers were: 12% „agree absolutely“, 33% „agree somewhat“, 21% „don't really agree“, 14% „do not agree absolutely“ and 19% „the term blog is unknown to me“.

1.3) Fashion blogs // Numbers & statistics / Prognosis

Werden Blogs Ihrer Meinung nach in Zukunft eher an Bedeutung gewinnen oder verlieren?



Here the question was: „Will blogs win or lose in importance in the future?“. 37% believe that blogs will gain in importance. Only 9% think that they will lose importance, while the rest of the interviewees either believes that the importance will stay the same (29%) or simple do not know an answer (5%) or the term blog is unknown (19%).

1.4) Fashion magazines // Vogue



By the beginning of the twentieth century, after the designs of the house of worth developed and other designs popped up, the primary method of spreading news of the fashion trends from paris (the seat of fashion). These consisted of drawn illustrations.

Because of this custom dressmaking declined: Women saw what they liked in the pages of the fashion magazines and were no longer satisfied with their customized clothes, because they did not identify with the style of a particular fashion designer.

Today fashion magazines consist of photograph and short articles by modern writers, reporting about the newest trends and events in the fashion world.

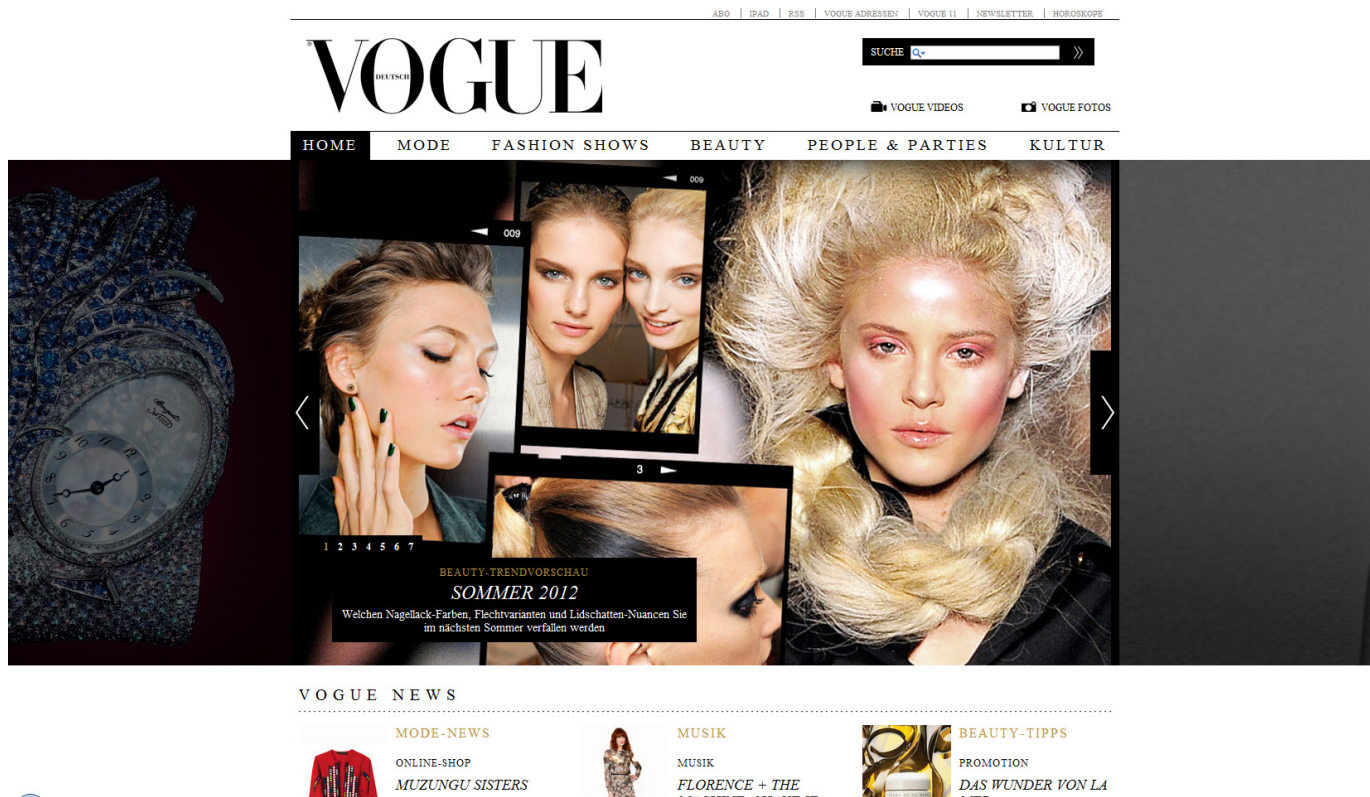
1.4) Fashion magazines // Vogue / Sales falling



Media Week reportet a 44% drop in pages from January 2008 issue of American Vogue.

In the current economic climate, the drop in revenue this represents would make anyone working for Vogue quake in their Bottega Veneta boots. For although it seems obvious that a luxury magazine would suffer during hard times, this has not previously been the case with Vogue. The title enjoyed a surge in circulation during the Great Depression of the 1930s and during the second world war, while other magazines folded. It was during that period that the magazine started to look to American designers because of the high tariffs being imposed on imported French designs.

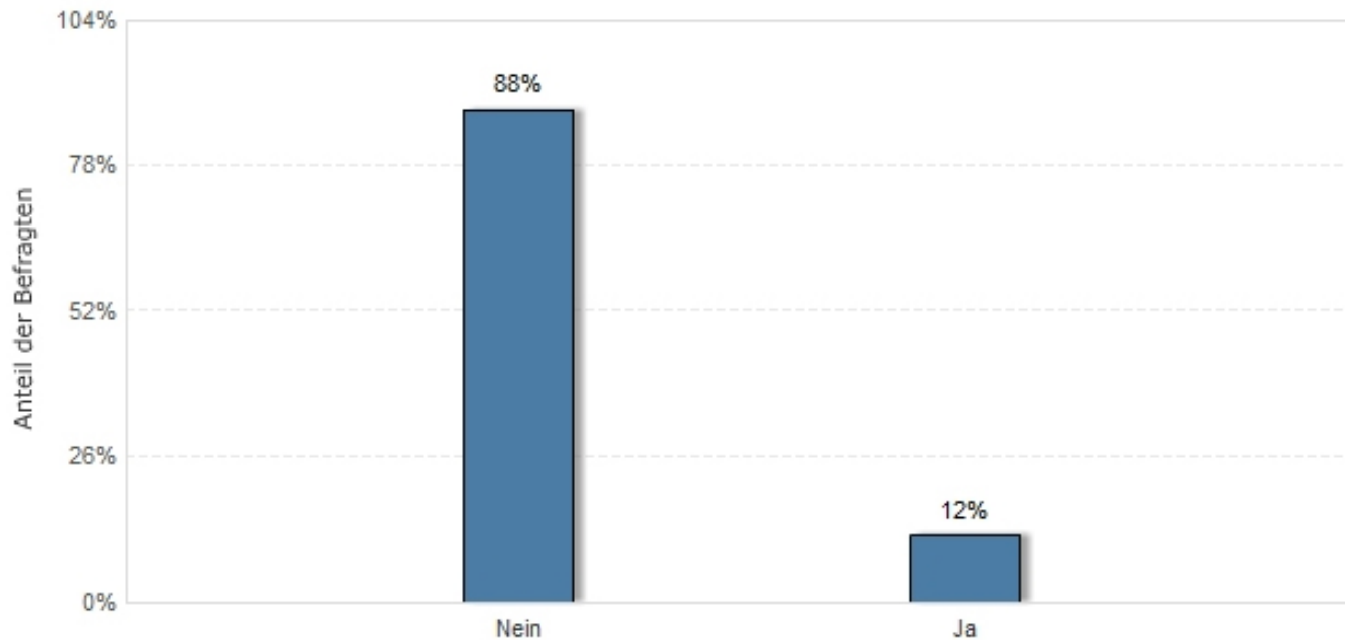
1.4) Fashion magazines // Vogue / Sales falling



As many other magazines, Vogue has launched a home page, trying to stay modern. Vogue.com mainly publishes news about editorial contents - not like fashion blogs, which consist of much more personal information and communication between the users.

1.4) Fashion magazines // Vogue / Prognosis

Lesen Sie üblicherweise in Ihrer Freizeit Zeitschriften oder Magazine?



The question in this statistic was: „Do you read magazines or journals in your freetime?“. According to this statistic 88% don't even read magazines anymore. It may be safe to say, that the sales will be going down further.

i Deutschland; 12-25 Jahre; 2532 Befragte; TNS Infratest

Quelle: Shell Jugendstudie

2) Lifestyle & Identification

Music influence the youth and its personal development. It even has a bigger influence than celebrities, because people can identify themselves with the music and therefore are more committed to spending a lot of money in fashion.

Following, we analysed two major fashion styles in the music industry and how it influences people and the industry.

2.1) Music // Punk - Sex Pistols



Punk fashion did not exist before 1970. Punk music emerged in London as an anarchic and aggressive movement. About 200 young people defined themselves as an anti-fashion urban youth street culture at that time. This type of style was firstly introduced by the famous punk band „sex pistols“.

The following pages analyse the influence of music on the appearance of fashion.

2.1) Music // Punk



The Sex Pistols were the first music band that have made punk fashion. Initially, punk fashion was handmade. The style is anti-materialistic, consisting of simple, old and ragged clothes. That's mostly because punks did not care much about appearance, what they tried to reflect with their choice of clothing.

At some point, after punk became popular, punk fashion was extremely commercialized and was produced in masses. Many well-established fashion designers, such as Vivienne Westwood and Jean Paul Gaultier, have used punk elements in their production

Many punks use clothing as a way of making a statement. They identify themselves and their ideals with the clothes.

2.1) Music // HipHop



Street fashion (urban fashion / hip-hop fashion) is the generic term for a range of fashionable phenomena that come from the ghettos of major American cities and are linked to hip-hop music.

This specific style evolved in the 1970s in New York City because of the developing music genre „gangsta rap“. It became very successful in the mainstream. Up until now, it is still one of the most popular music genre and fashion styles.

2.1) Music // HipHop



Hip-hop is definitely the most popular music movement. The specific style is recognisable by baggy jeans, long shirts, sneakers and accessoires such as big necklaces.



Because of the strong brand awareness, labels (such as adidas, puma) „exploit“ this phenomenon for making a lot of profit. Therefore, many brands are the most profitable, because they own departments and market segments especially designing clothes for this target audience.



Accessoires such as Lanyard (chains worn outside, sometimes with conspicuous supporters), flashy sparkling earrings, scarves (also called Bandana), head stockings (also called Durag) and caps (often in combination with Durag / bandana) are very popular in the audience.

2.1) Music // Other styles



Indie

Indie designers often sell their items directly to buyers by their own online shops, street markets and a variety of other online marketplaces (such as Etsy or Artfire). The DIY culture plays an important and big aspect in the indie design movement.



Gothic

Gothic fashion evolved from the goth subculture. Typical gothic fashion includes dyed black hair, black clothes, black lips and black makeup, including black eyeliner and nailpolish. Overall, the style is very dark, morbid and eroticized.

Different styles are often oriented on punk fashion, the victorian or elizabethan age.



Metal

This style has its roots in the biker, rocker and „leather“ subcultures. The clothes are characterized by blue or black skinny jeans, camouflage pants or shorts and denim jackets or vests. Nowadays, a band t-shirt displaying the sympathy to a specific band is a must-have.

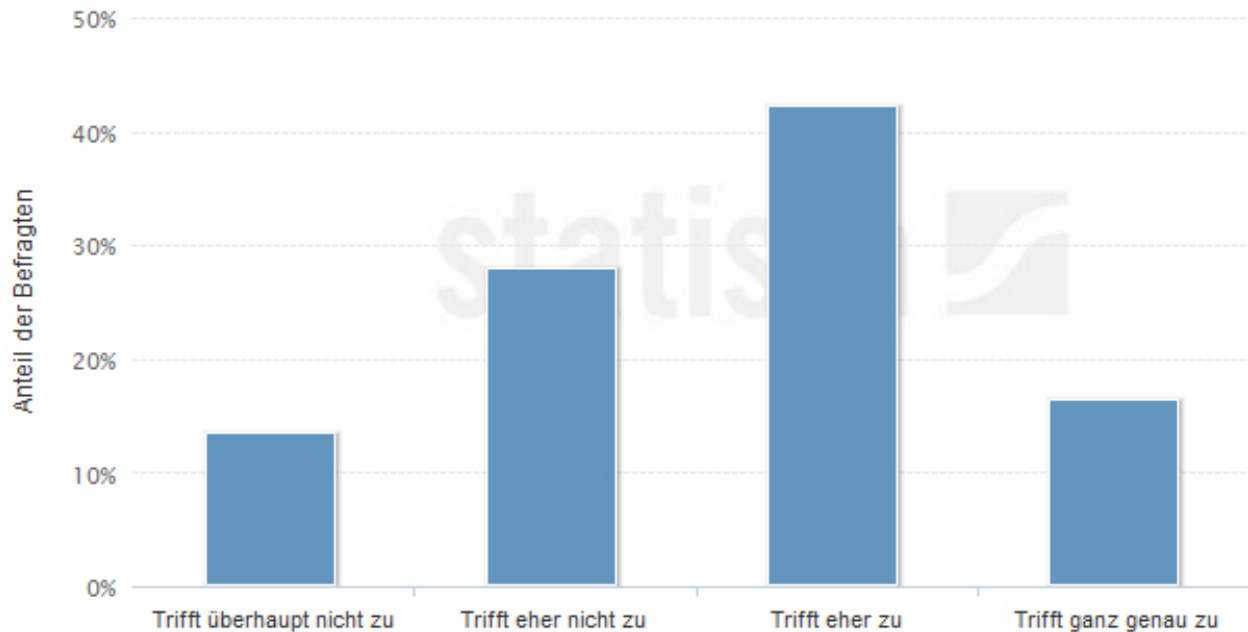


Reggae

Reggae music was created in Jamaica in the 1960s. The clothing worn Reggae is a genre of music that was created in Jamaica in the 1960s. The fashion is often referred to as „Rastafarian style“ (oriented around African culture) or simply „reggae“. The clothes are characterized by colors representing this culture.

2.1) Music // Influence?

Glauben Sie, dass die Kleidung, die jemand trägt, viel über seinen Charakter aussagt?



i Deutschland; 14-64 Jahre; 10.167 Befragte;
Marplan, Ipsos GmbH, Sinus Sociovision GmbH,
ISBA Informatik Service-GmbH; Oktober 2006 bis
Januar 2007

Quelle: Manager Magazin; Spiegel

© Statista 2011

Music has a bigger influence on the youth than any other lifestyle aspect, because it has a larger influential factor. The youth recognizes itself with the music and therefore resulting in increased engagement for their own scene. Values are being reflected through the clothes.

Music is timeless, making it an mission statement for the fashion industry. Therefore fashion is often associated with music, not vice versa.

In this chart the question is: „Do you believe that the clothes someone wears, says a lot about his character?“ About 42% answered „applies somewhat“ to this statement, 16% „applies definitely“. While only 38% say that it „doesn't really apply“ and 12% „does not apply“.

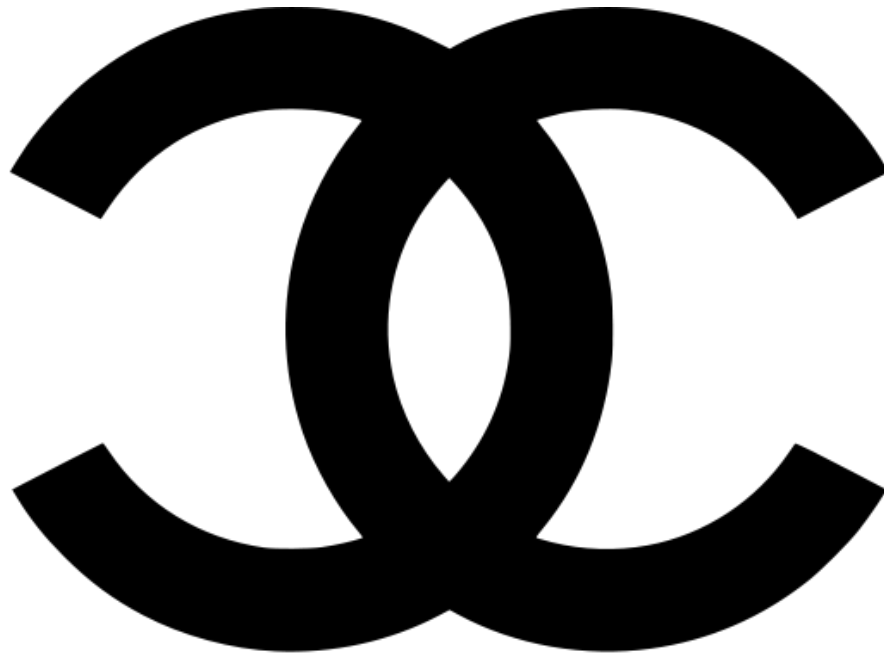
2.2) Brands

Most of the established and well know brands are usually expensive (such as Chanel or D&G). Each has a certain style, lifestyle and quality of the product assuming. This is an important aspect, because people always try to identify themselves with specific values, which these brands try to adapt in their style.

Designers of a specific brand often give it a certain look (as seen by the example of Karl Lagerfeld). Therefore, most brands have a high recognition value.

In the following pages some reknown brands are analysed according to their style, band-with, prices and sales.

2.2) Brands // Chanel



CHANEL

Coco Chanel revolutionized haute couture fashion. She frequently incorporated ideas from male fashion into her designs. The clothes were relaxed, unstructured and represented the lifestyle of emancipated and liberating women.

Chanel's main look is very classy, modern and chic, but also valuing the traditions. They produce haute couture clothes and sell them expensively. The lifestyle is meant to be high quality.

2.2) Brands // Chanel



Chanel is a French fashion house founded by the couturier Gabrielle „Coco“ Chanel, well established in haute couture, specializing in luxury goods (haute couture, ready-to-wear, handbags, perfumery, and cosmetics among others)



Chanel offers high fashion clothes, which are elegant and chic. It collaborates with well known designer such as Karl Lagerfeld, who is famous for creating unique and also classy chic styles.



Chanel has a lower bandwidth, meaning that it does not reach out to different types of customer, which depends on the fact that it is very expensive and also has its own unique style.



Since Chanel is one of the most popular brands and sell their clothes very expensively, the yearly income is approximately very high.

2.2) Brands // H&M



The company was established in 1947 by Erling Persson in Västerås, Sweden. At the time it only sold women's clothing and was called Hennes, Swedish for „hers“.

The branding consultancy Interbrand ranked the company as the twenty-first most-valuable global brand in 2009 and 2010, making it the highest-ranked retailer in the survey. Its worth is estimated at \$12–16 billion

H&M is very popular, because it offers inexpensive clothes for everyone designed by famous fashion designers like Karl Lagerfeld or Jimmy Choo.

2.2) Brands // H&M



H&M sells affordable designer clothes. The company describes its mission as „Fashion and quality at the best price.“

H&M often has collaborations with various guest-designers such as Karl Lagerfeld, Stella McCartney, Jimmy Choo or Roberto Cavalli.

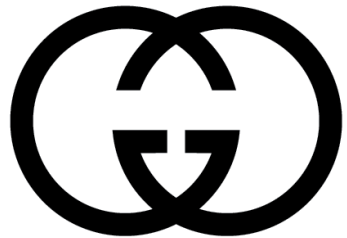
H&M is known for its fast-fashion clothing offerings for women, men, teenagers and children.

Today, the majority of the clothing is manufactured in Asia including Bangladesh, China, Egypt, India, Pakistan and Turkey.

H&M has because of its concept of inexpensive designer clothes a highly yearly income and many fans.

2.2) Brands // Other brands

GUCCI



Gucci

The House of Gucci, better known simply as Gucci, is an Italian fashion and leather goods label, part of the Gucci Group, which is owned by French company PPR. Gucci was founded by Guccio Gucci in Florence in 1921.



D&G

Dolce & Gabbana is an Italian luxury industry fashion house. The company was started by the Italian designers Domenico Dolce and Stefano Gabbana in Milan, Italy. By 2005 their turnover was €597 million.

ZARA

Zara

Zara is a Spanish clothing and accessories retailer based in Arteixo, Galicia, and founded in 1975 by Amancio Ortega and Rosalía Mera. It is the flagship chain store of the Inditex group; the fashion group also owns brands such as Massimo Dutti, Pull and Bear, Oysho, Uterqüe, Stradivarius and Bershka.



C&A

C&A is an international chain of fashion retail clothing stores. Its European head offices are located in Vilvoorde (near Brussels), Belgium and Düsseldorf, Germany.

2.2) Brands // Influence?

ABLEHNUNG DES HEUTIGEN MARKENKULTS BEI KLEIDUNG

Lehnen Sie den heutigen Markenkult bei Kleidung ab?



i Deutschland; 14-64 Jahre; 10.167 Befragte;
Marplan, Ipsos GmbH, Sinus Sociovision GmbH,
ISBA Informatik Service-GmbH; Oktober 2006 bis
Januar 2007

Quelle: Manager Magazin; Spiegel

© Statista 2011

The question in this statistic was: „Do you dismiss the brandcult in fashion nowadays?“. According to this statistic, more than half of the people (about 60%) dismiss brands. The answers were: 33% „agree absolutely“, 26% „agree somewhat“, 26% „don't really agree“ and 12% „do not agree absolutely“.

3) Cultural, social and imperatives

Culture and society as an overall important point in all aspects in life subsequently also relates to fashion. Specifically, fashion has to adapt to these cultural and social factors, otherwise the clothes will not be sold.

Therefore aspects like age, gender, occasion and social status are the fundamental „rules“, guidelines, to which the fashion industry and designs have to adapt. Only rare and new designs (like the trousers for women) have such a big impact on society, that they can change it.

Since these cultural and social imperatives are „unbreakable rules“, the following pages simply analyse the different guiding themes and list them.

3.1) Cultural, social and imperatives // occasion



Celebrations



Job



Sport



Sleep

Different occasions demand different clothing - otherwise you break the tradition and the norms set by society.

3.1) Cultural, social and imperatives // gender



Women



Men

Different genders demand different clothing - otherwise you break the tradition and the norms set by society.

3.1) Cultural, social and imperatives // age



Babies



Teenager / Kids



Adults



70+

Different age groups demand different clothing - otherwise you break the tradition and the norms set by society.

4) Functionality

The most important factor of clothes still is its functionality. People buy and choose clothes according to reasons like comfort, purpose, clothes for the jobs, etc. Money is also an important factor: People don't like spending all they're money on clothes. If clothes become too overly expensive, it is interpreted as a breaking in the rules. Color & material also play a big role.

Like before the following pages analyse the different guiding themes to which fashion has to adapt.

4) Functionality



Seasonal clothes



Comfort



Working clothes



Price

5) How will these guiding themes change in the future?

As a last point we try to prognose how all the guiding themes above will change in the future, whether they will lose its importance or if new guiding themes will rise and become popular.

Summary of the fashion in the past

- 1) It was socially segmented what people would wear according to the appearance of clothing (upper class / lower class). Different styles had a big recognition value.
- 2) Therefore, a combination of prestige-oriented and purpose-oriented clothes dominated the market.
- 3) Plus, money played a big role. Only affordable clothes could be worn.
- 4) In the past, there were no fashion designers or labels. Tailors sew clothes according to the customers wishes.
- 5) Material and fabrics were an important aspect.
- 6) The appearance of clothes was mostly a national movement. Different countries had different styles.

As already stated before, the commercialisation of clothes with the same design only developed in the 1860s because of the House of Worth. Before those times, people used to let simple dressman tailor their clothes according to their wishes. Fashion and the social value of it was still very important and played a role as status symbol (especially because of higher quality materials).

5) How will these guiding themes change in the future?

Present day guiding themes & developments

- 1) The design of clothes became an international phenomenon because of the development of fashion labels, designers and trends, which spread throughout to different countries.
- 2) Access / massproduction (mostly thanks to the industrialisation, export, trade)
- 3) The combination of function and comfort as an aspect which everyone can afford. Fashionable clothes are supposed to be comfortable nowadays.
- 4) Trends become a worldwide phenomenon which spreads from country to another, influencing the fashion market.
- 5) A new trend proves to be very popular: Individualisation. People wish to customize their clothes according to their own preferences, not that of fashion designers anymore.
- 6) People are becoming more conscious about sustainable fashion, fairwear and the ecological aspects of clothes.

For a long time it was not the material or the social status which was the most important aspect in buying new clothes, but also the design. Fashion designers have had a big influence on the market and designs from more or less reknown fashion designers are becoming affordable for everyone because of massproduction. Design plays the most important role of clothes now.

But the wish for individualisation, for creating clothes fitting our own style is rising. Sites like spreadshirt and others which specialize in selling clothes designed by the customer are becoming more and more popular. Also, because of environmental problems and global warming people are beginning to be more aware about their part in this problems. Therefore sustainable fashion, clothes crafted in environmental friendly conditions, are appealing to many people.

You could say that fashion, as it used to be, is at a turning point and only time will tell how it will change.

5) How will these guiding themes change in the future?

How it will change in the future / prognosis:

- 1) „Eco Fashion“ and sustainability may become an important factor in the fashion industry, to which it will have to adapt. This is most likely to happen, since ecological movements already have become very popular in different aspects (i.e. food).
 - 2) „masstige“: High quality and comfortable clothes for the masses may become very popular.
 - 3) Individualisation will most likely play a bigger role in the consciousness of fashion design. Normal people will have a bigger influence on the appearance of their clothes.
 - 4) Sales through online shops and platforms may become more popular and profitable.
 - 5) The influence of fashion bloggers will rise, so that they will have a bigger say in the fashion industry.
- > democratization & individualisation will become key developments in the fashion industry.

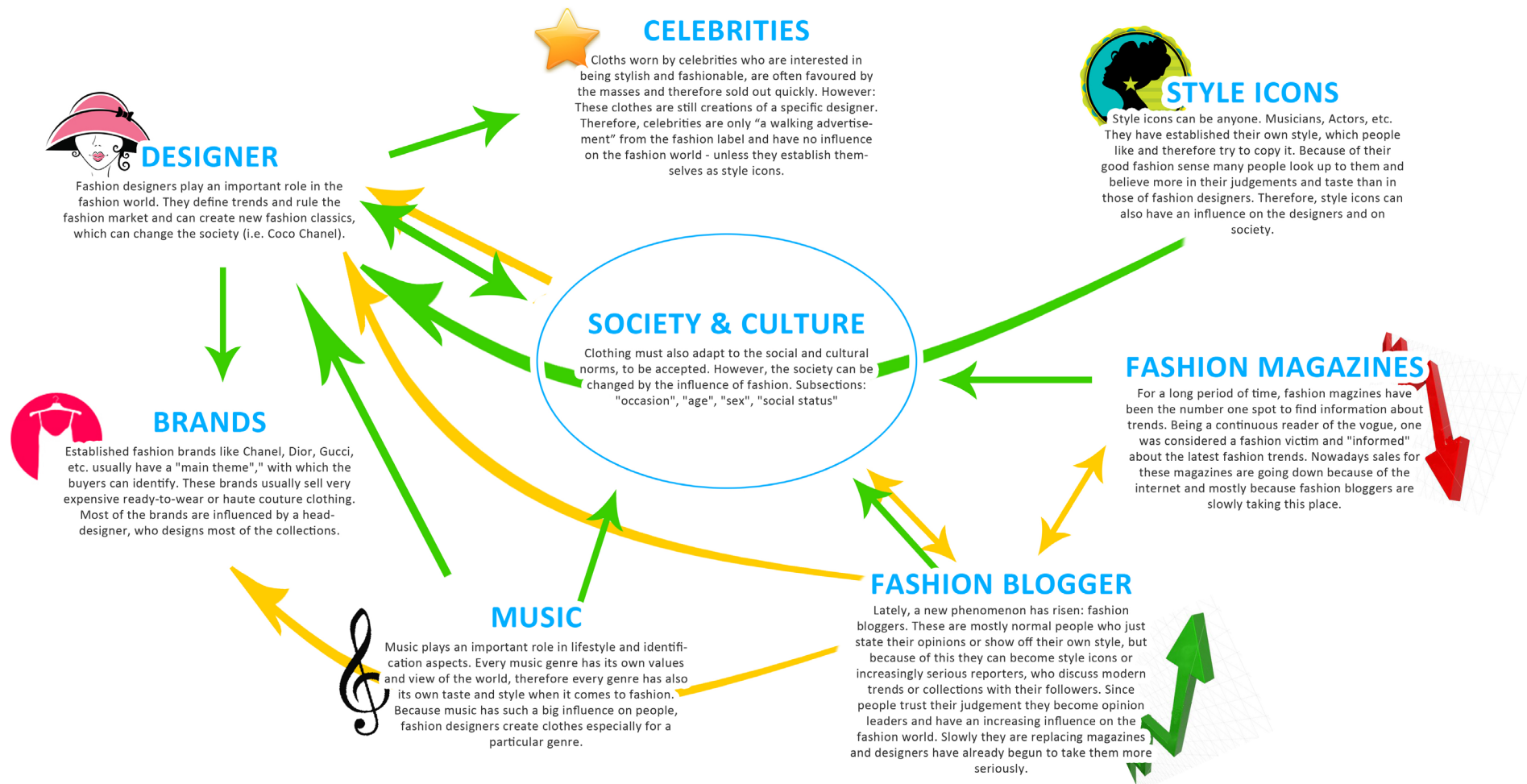
As far as the environmental problems will not change, the wish for environmental-friendly crafted clothes will not diminish. It is likely that in the future sustainability will rise in popularity. As for the developments on technological basis or the internet, it is probable that the influence of these aspects will rise. Fashion bloggers and their community can have a big impact on the industry. Also, individualisation will be more popular. The fashion industry may have to undergo a development of democratization: The consumers will play a bigger role in the fashion industry.

Guiding themes / leitmotifs in fashion

FUNCTIONALITY

The main purpose of clothes is function. Divided into sub-points "work clothes", "seasonal", "comfort", "price", "colors & materials," "functional clothing"

→ Influences
→ Influence change in the future



Reference

All statistics are from <http://de.statista.com/>

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